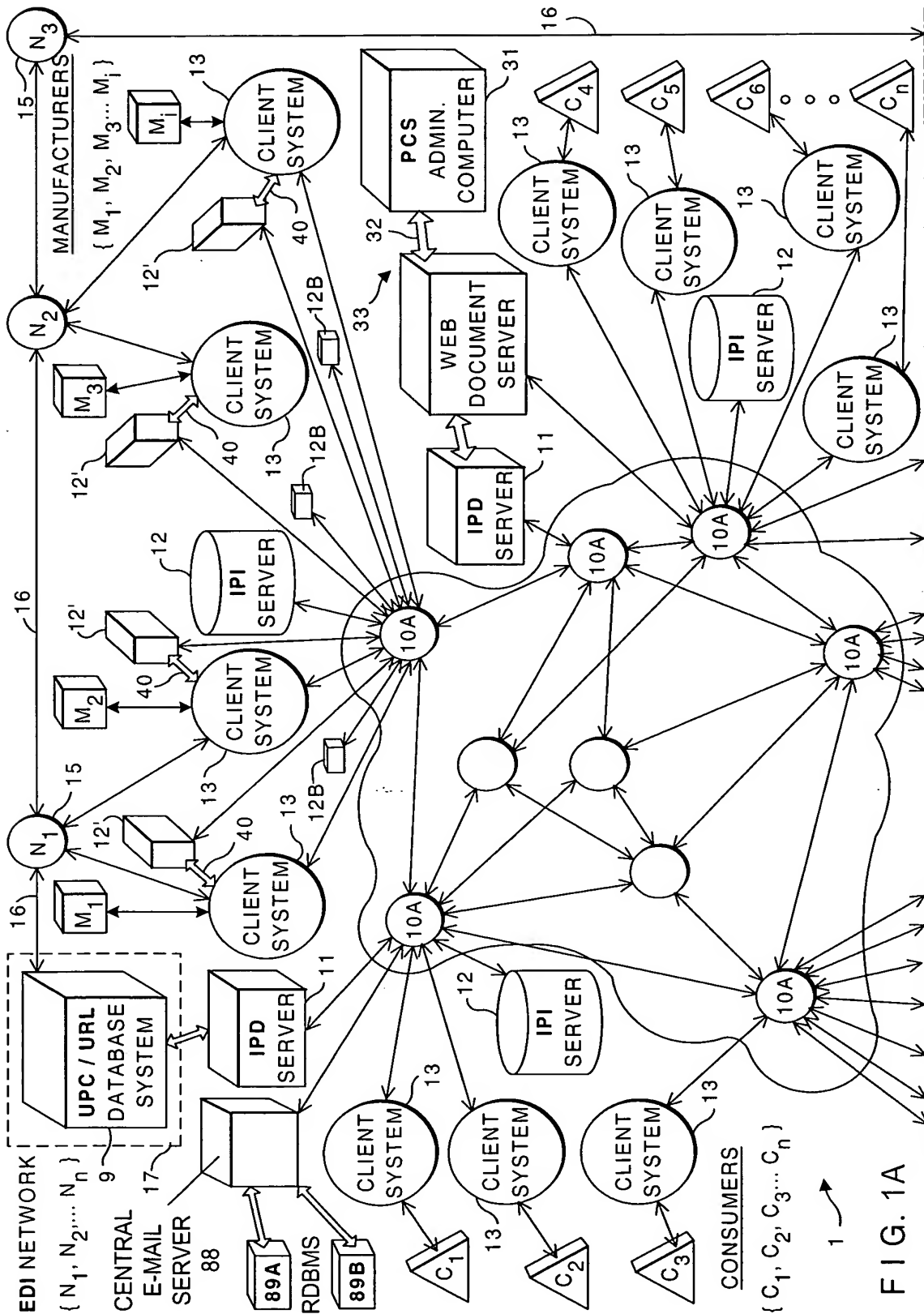


First Illustrative Embodiment

FIG. 1



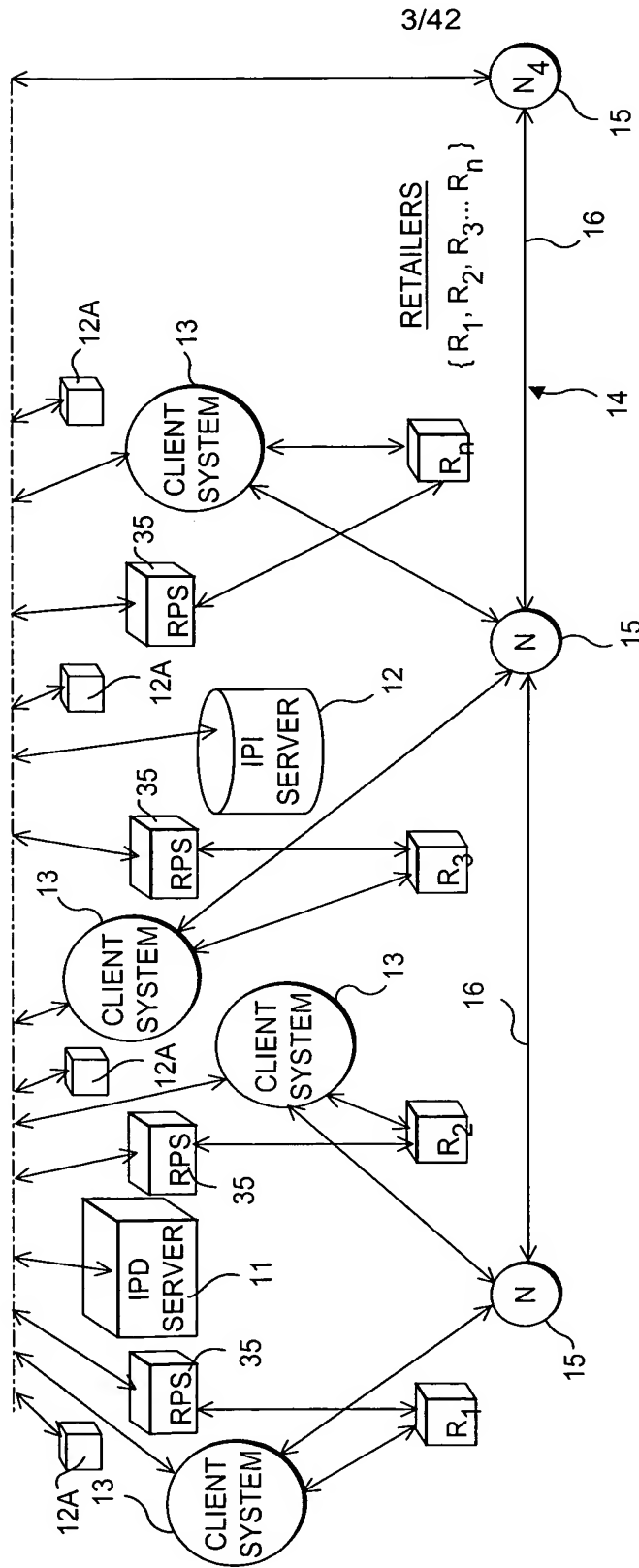
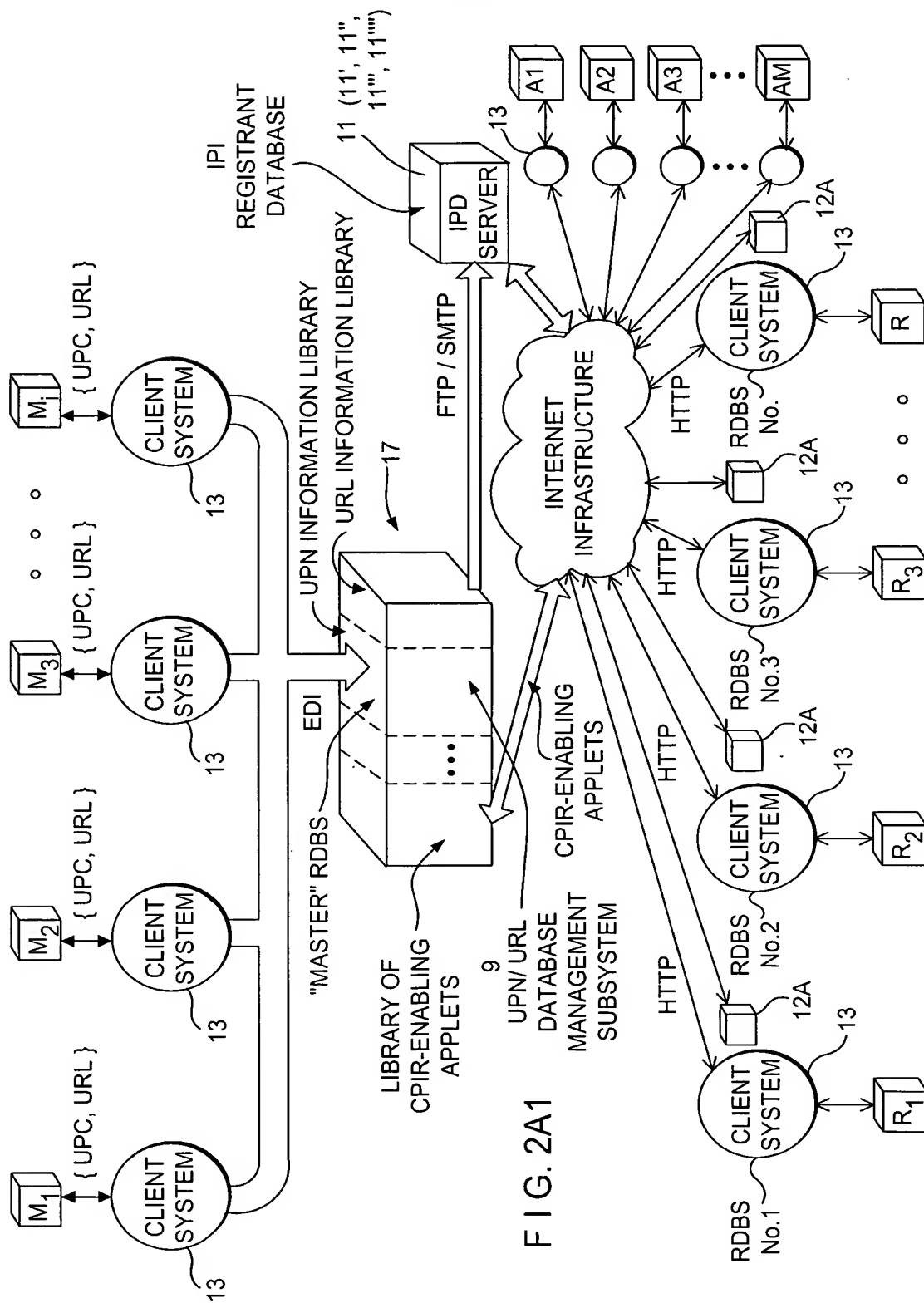
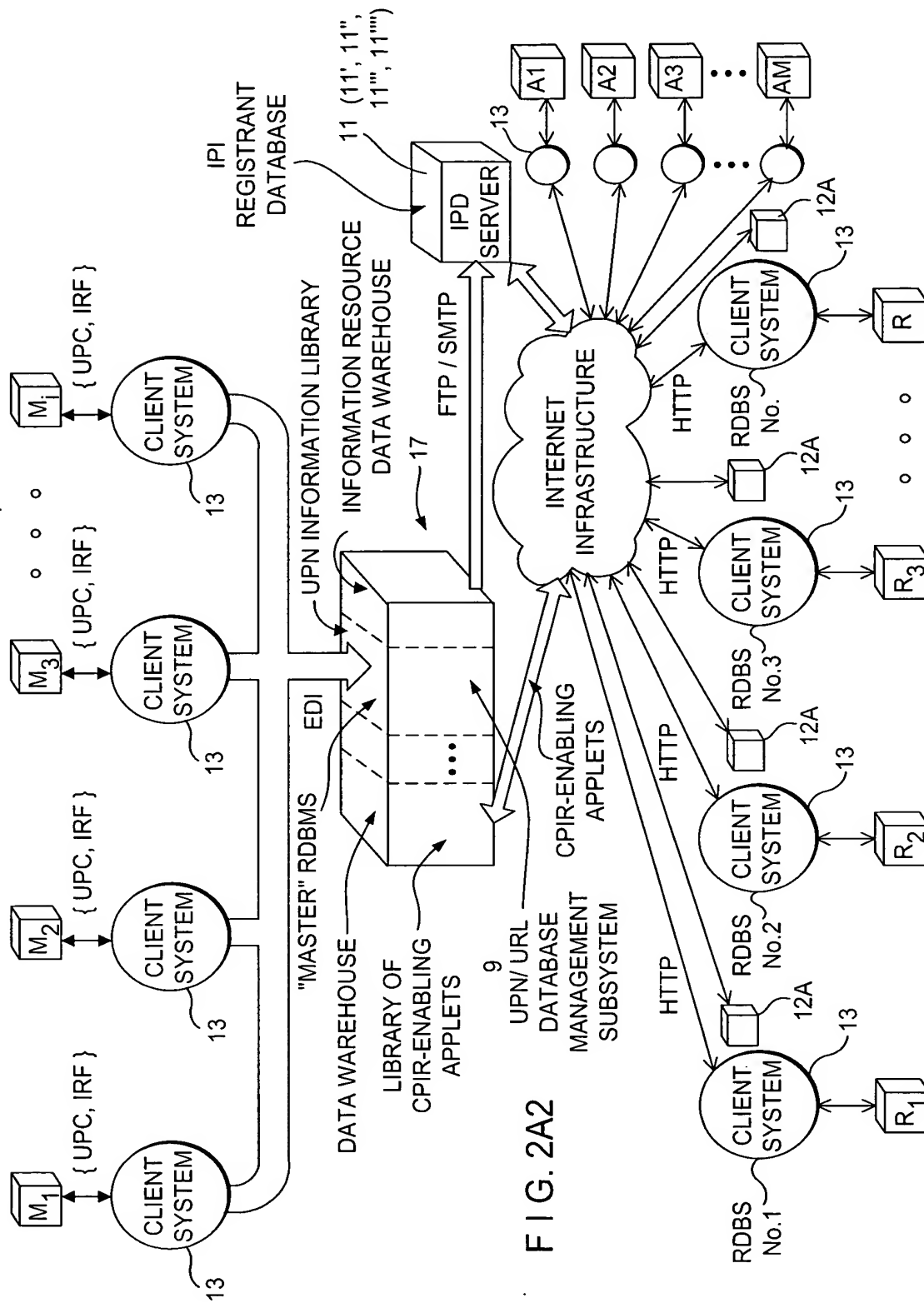


FIG. 1B





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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

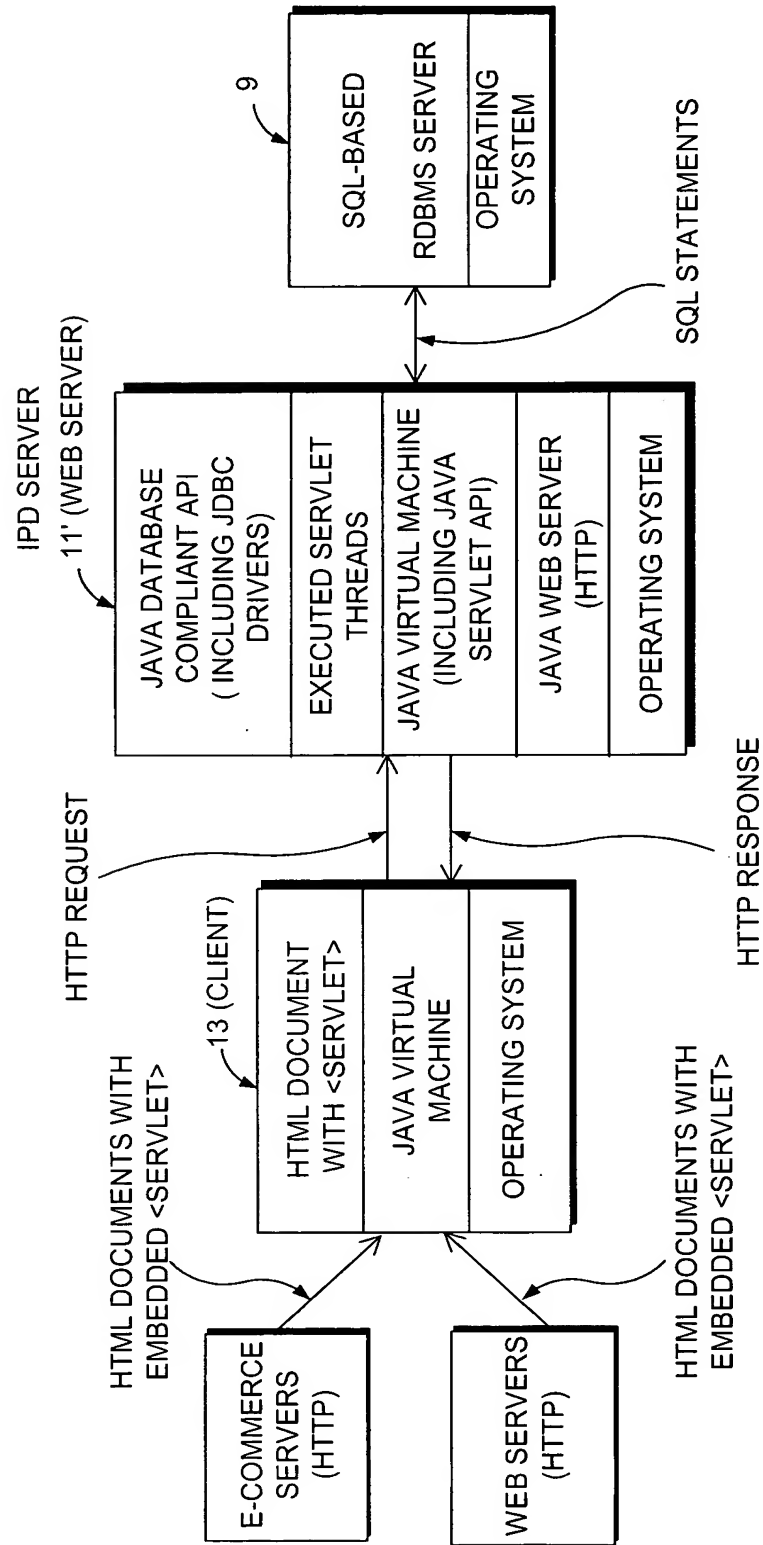


FIG. 2B1

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs

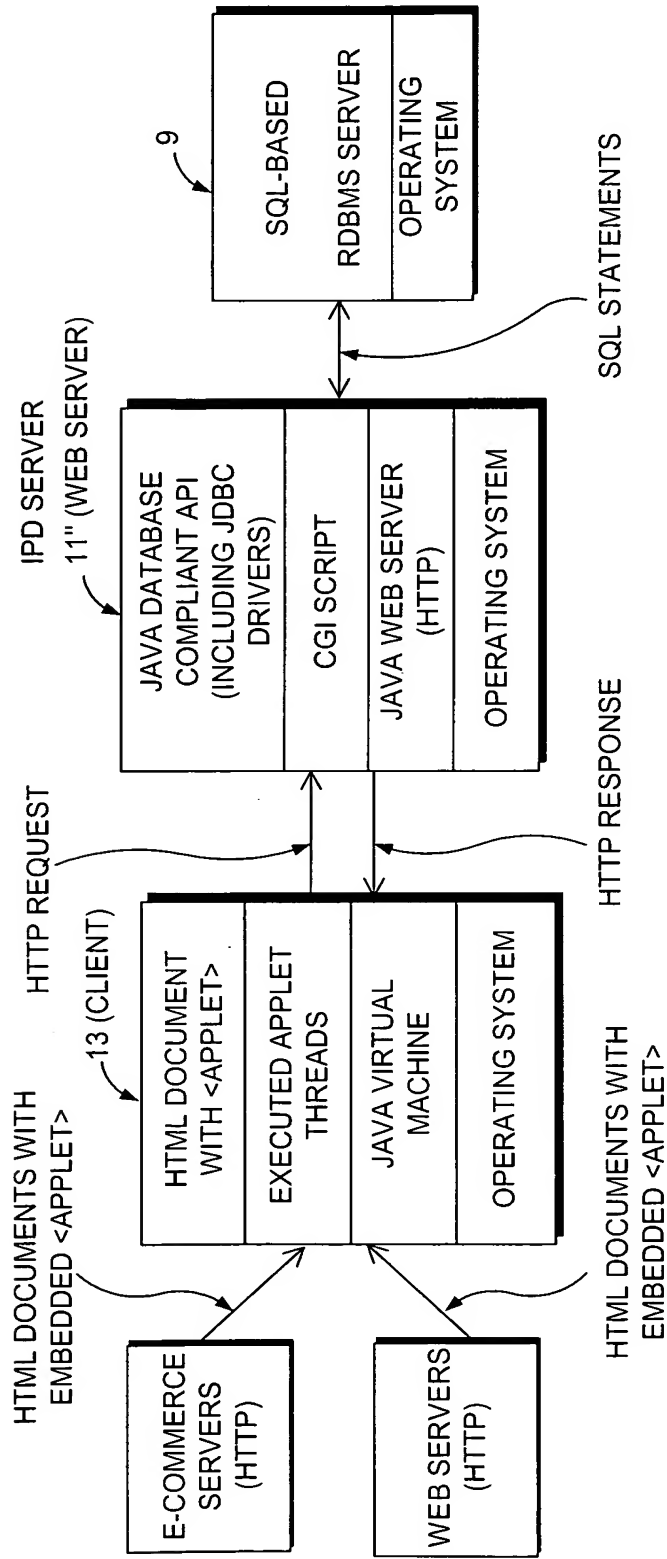


FIG. 2B2

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

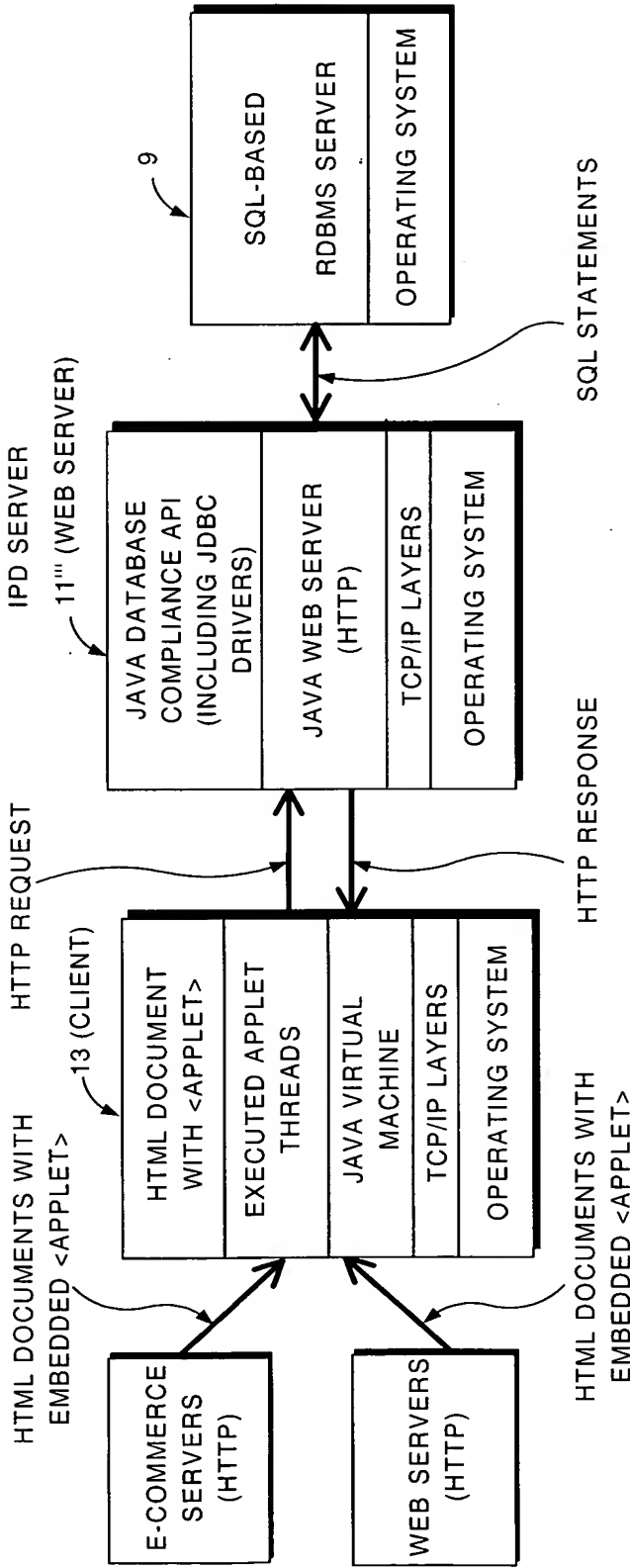


FIG. 2B3

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

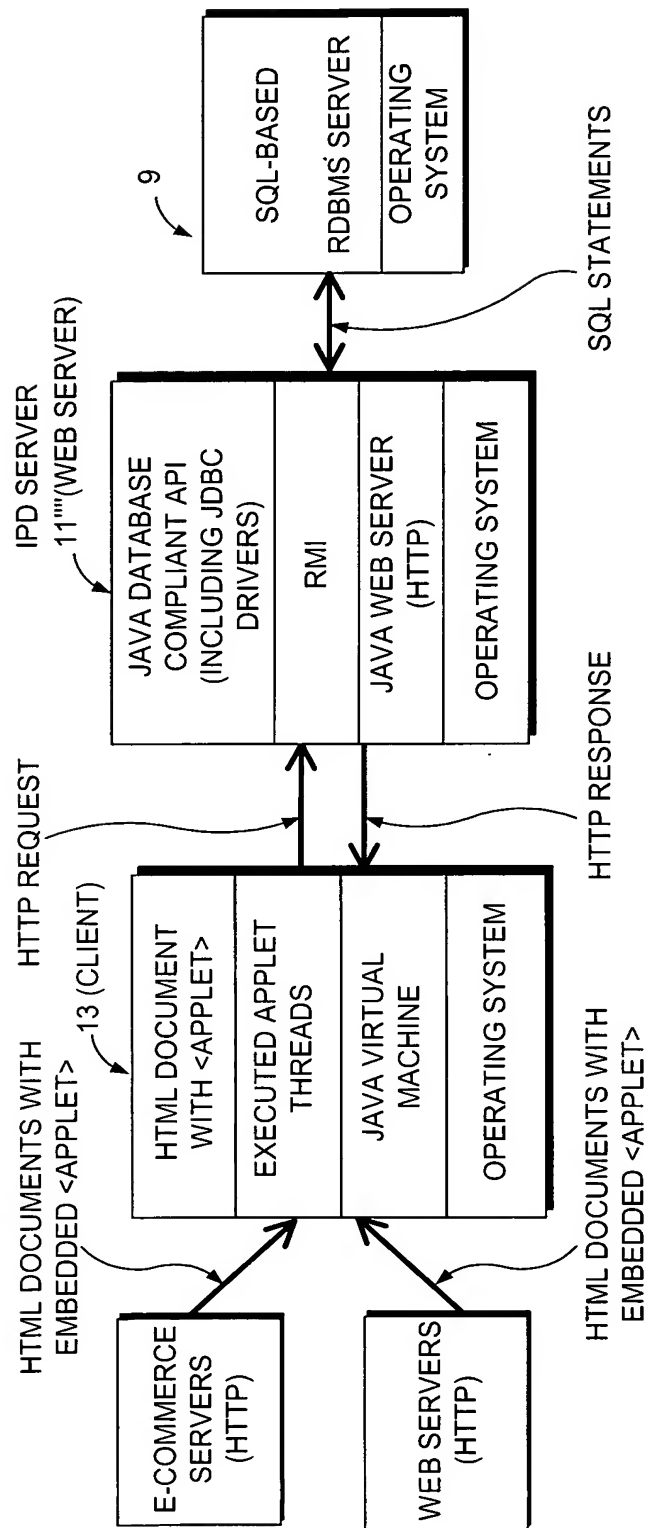


FIG. 2B4

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

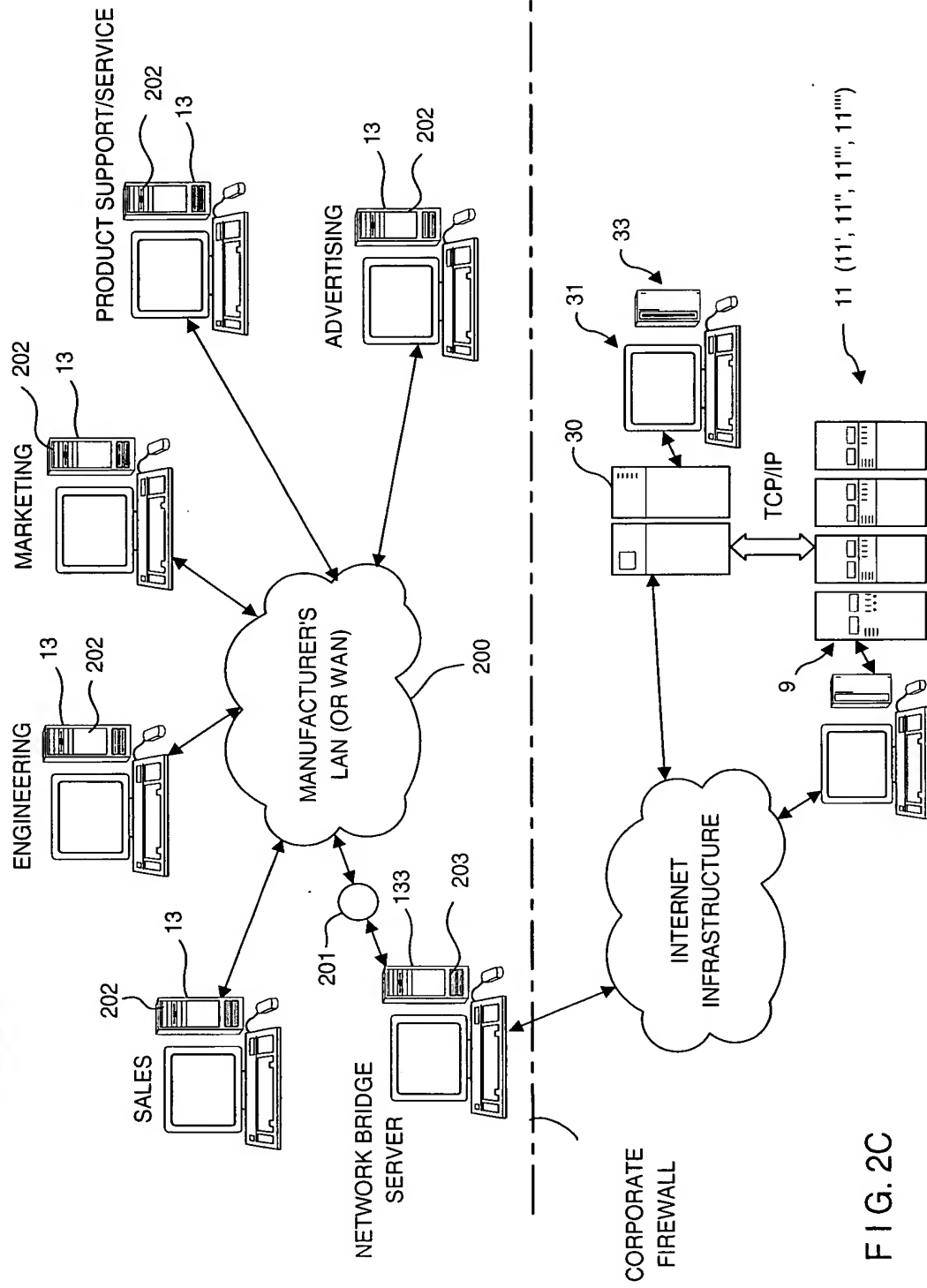


FIG. 2C

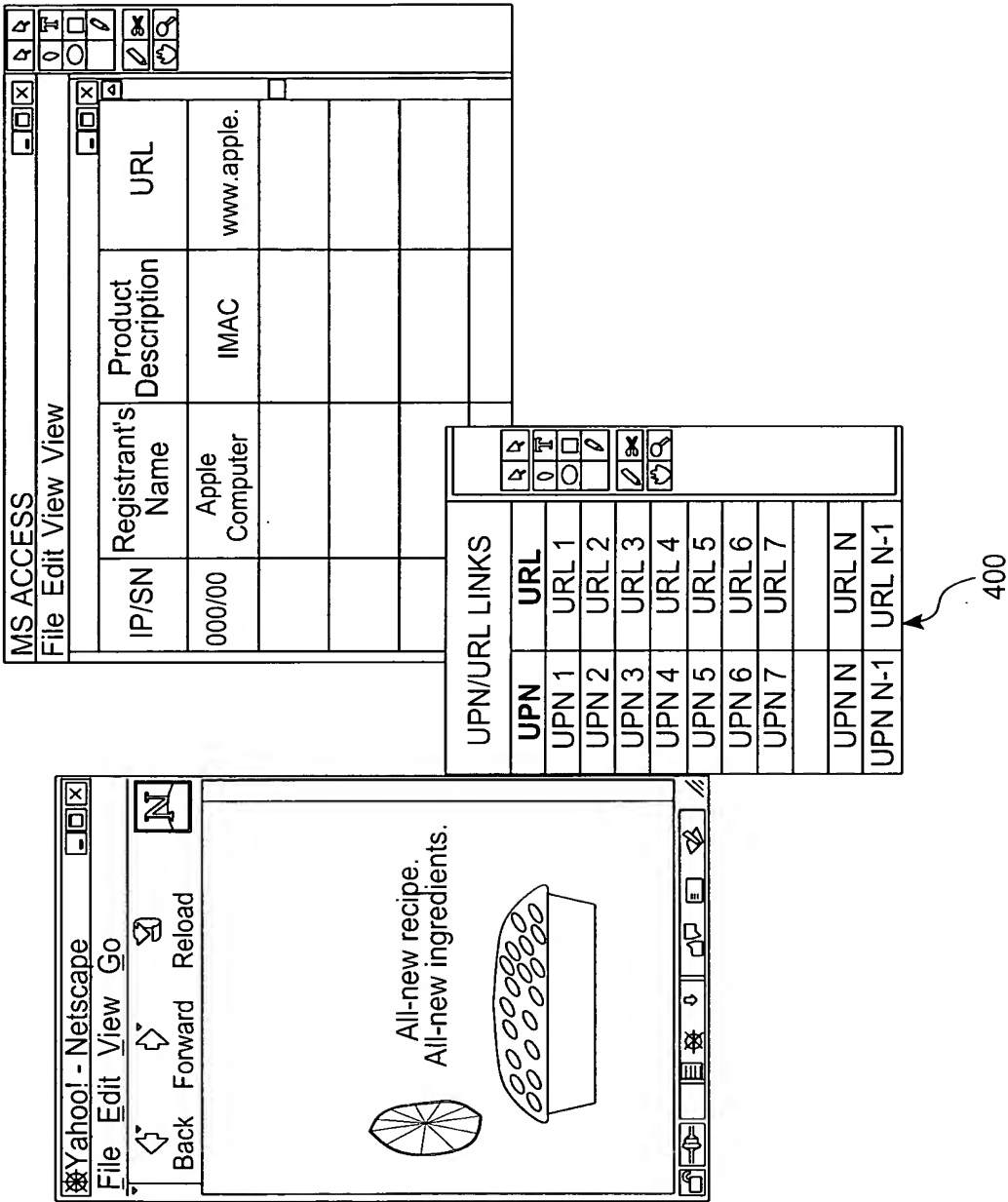


FIG. 2C1

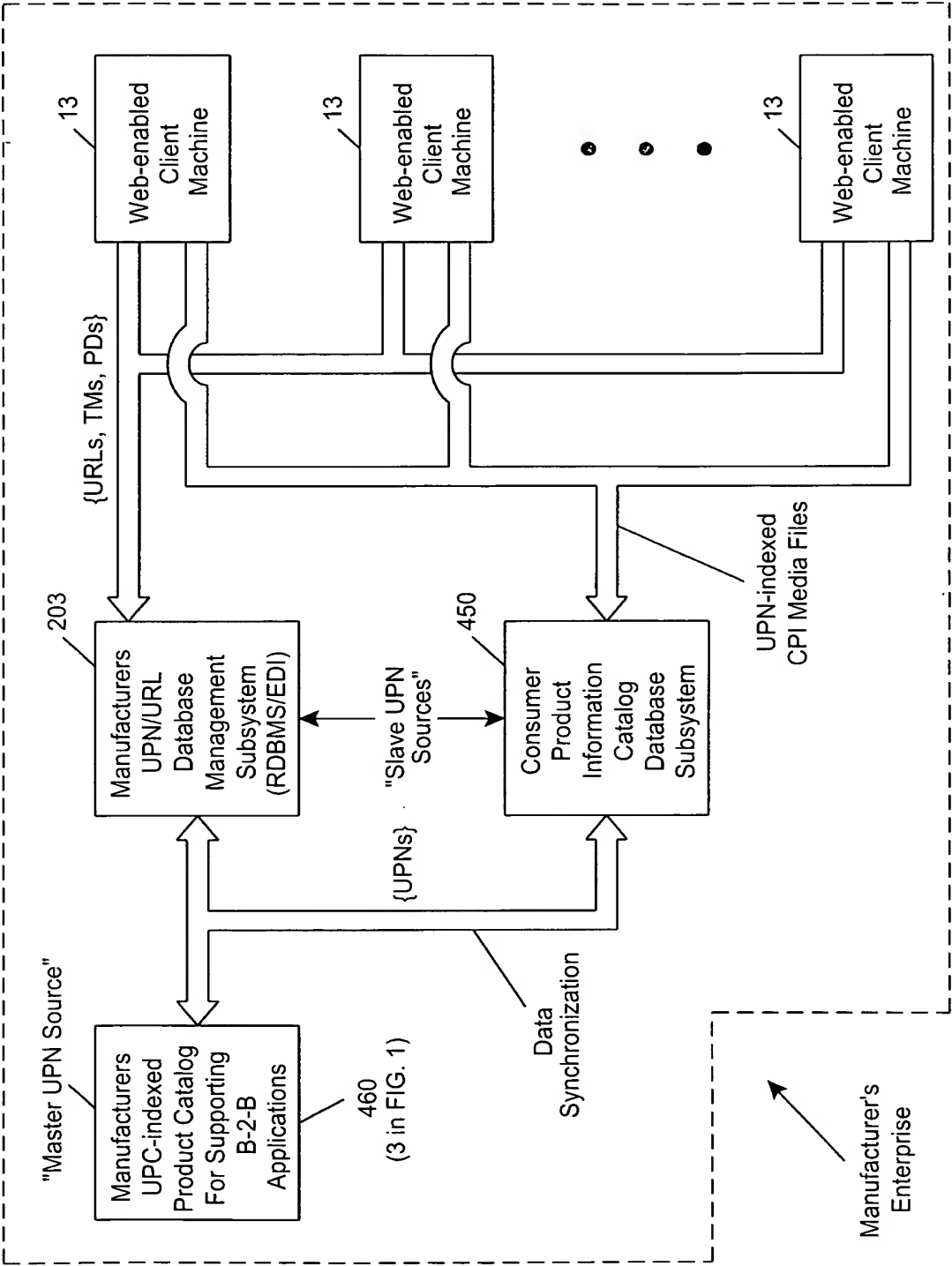


FIG. 2C2

UPN

TM 1

TM 2

PD

Pre Purchase

Post Purchase

URL CAT 1

URL CAT 2

URL CAT 3

URL CAT 4

URL CAT 5

URL CAT 6

URL CAT 7

URL CAT 8

URL 1,1

URL 2,1

URL 3,1

URL 4,1

URL 5,1

URL 6,1

URL 7,1

URL 8,1

URL 1,2

URL 2,2

URL 3,2

URL 4,2

URL 5,2

URL 6,2

URL 7,2

URL 8,2

URL

URL

URL

URL

URL

URL

URL

URL

Brandlinx™

CPI LCMT

Software

FIG. 2C3

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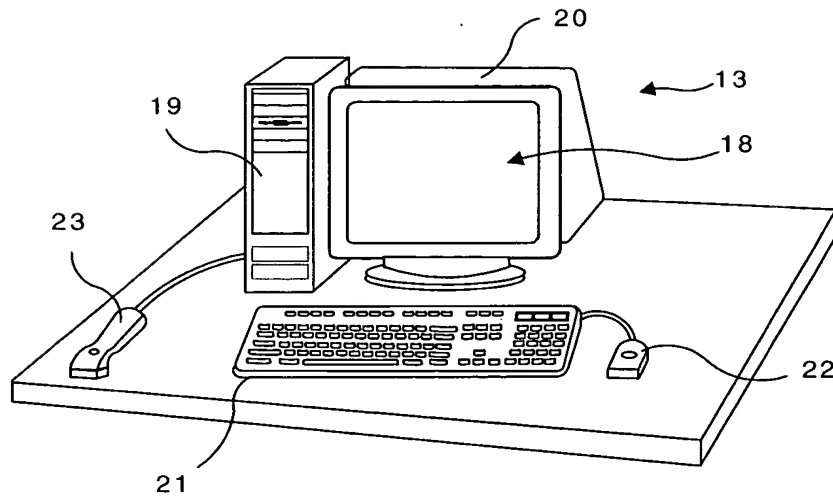


FIG. 3A1

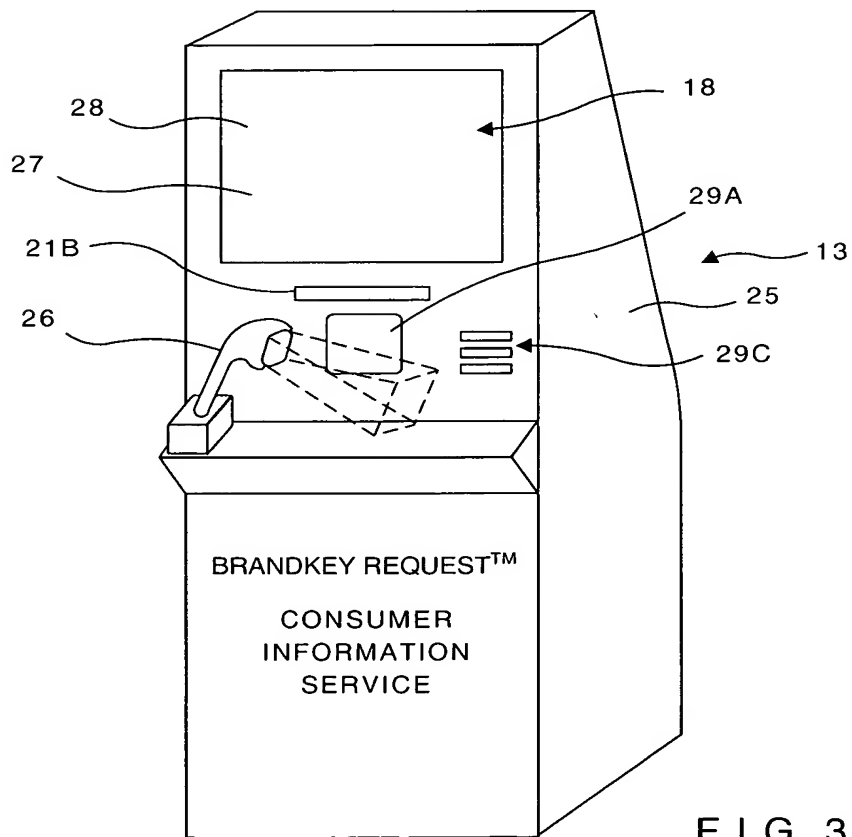
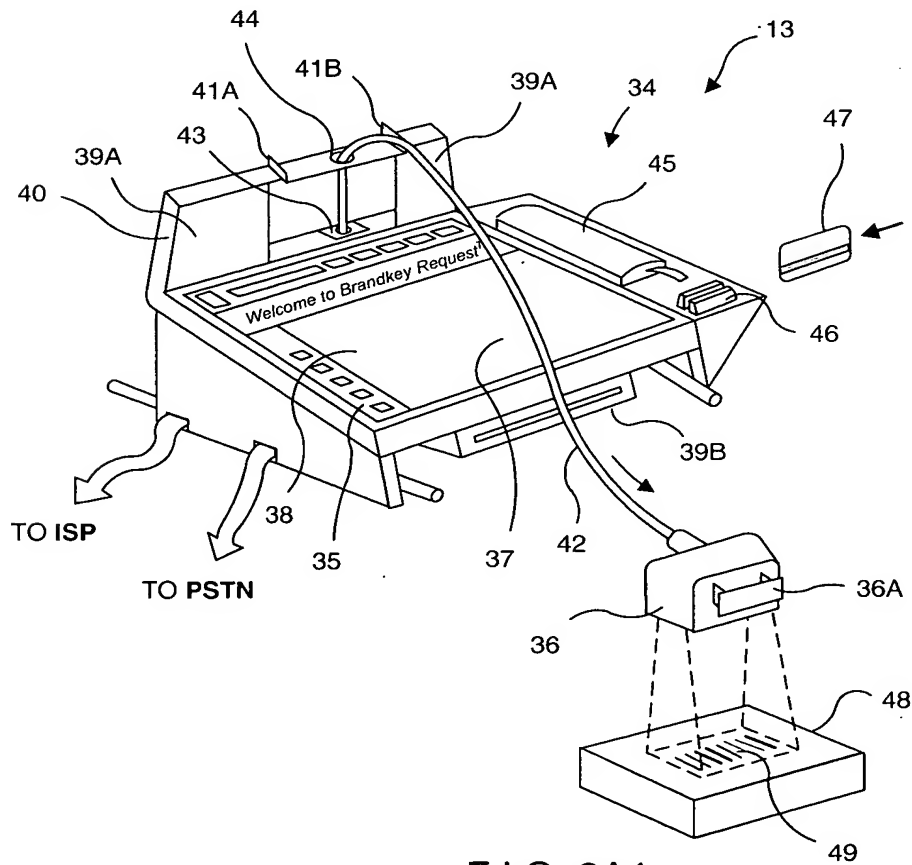
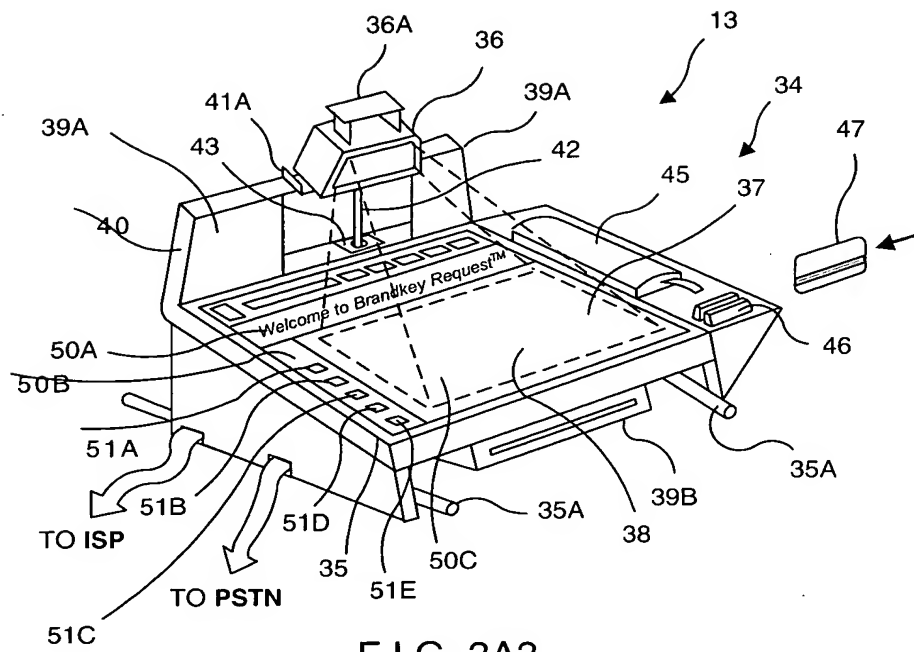
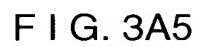


FIG. 3A2

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IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/ 17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http:// www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http:// www.tooth.com/pc	CREST			
3/12547/ 68404/0	WARNER WELCOME	ACID REDUCER	http:// www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/ 17643/4	KODAK, INC.	FILM PROCESSING	http:// www.kodak.com/pc	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/27242/ 51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/ pc	SONY			

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLLET LIBRARY

FIG. 4A1

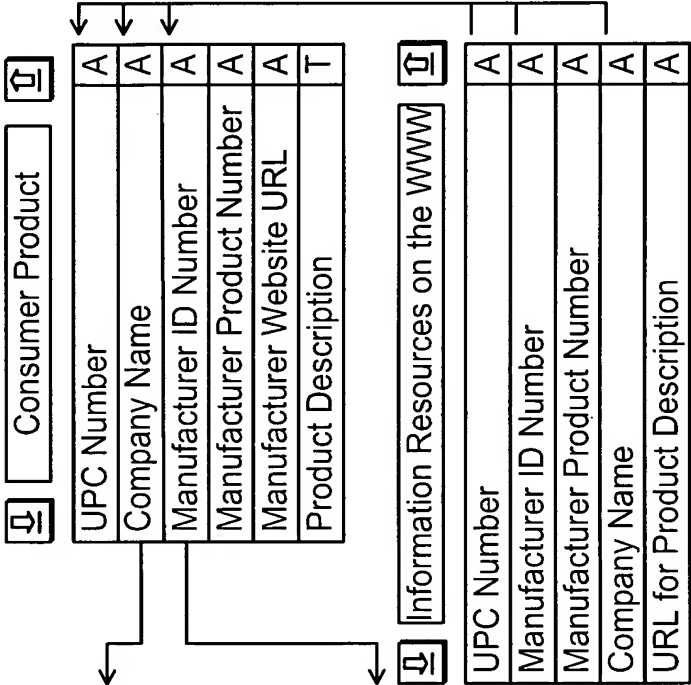
URL _i	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
.
.
.

FIG. 4A2

I P / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
· · ·	· · ·	· · ·	· · ·	· · ·	· · ·

FIG. 4B

Manufacturer	
Company Name	
Street Address	
City	
State	
Postal Code	
Country	
Manufacturer ID Number	
Contact Person	
Phone Number	
E-Mail	
Domain Name	
Website Creation Date	
Website Existence	
Manufacturer Website URL	



Manufacturer	
Company Name	A
Street Address	A
City	A
State	A
Postal Code	A
Country	A
Manufacturer ID Number	A
Contact Person	A
Phone Number	A
E-Mail	A
Domain Name	A
Website Creation Date	D
Website Existence	A
Manufacturer Website URL	A

FIG. 4C1

FIG. 4C

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

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RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

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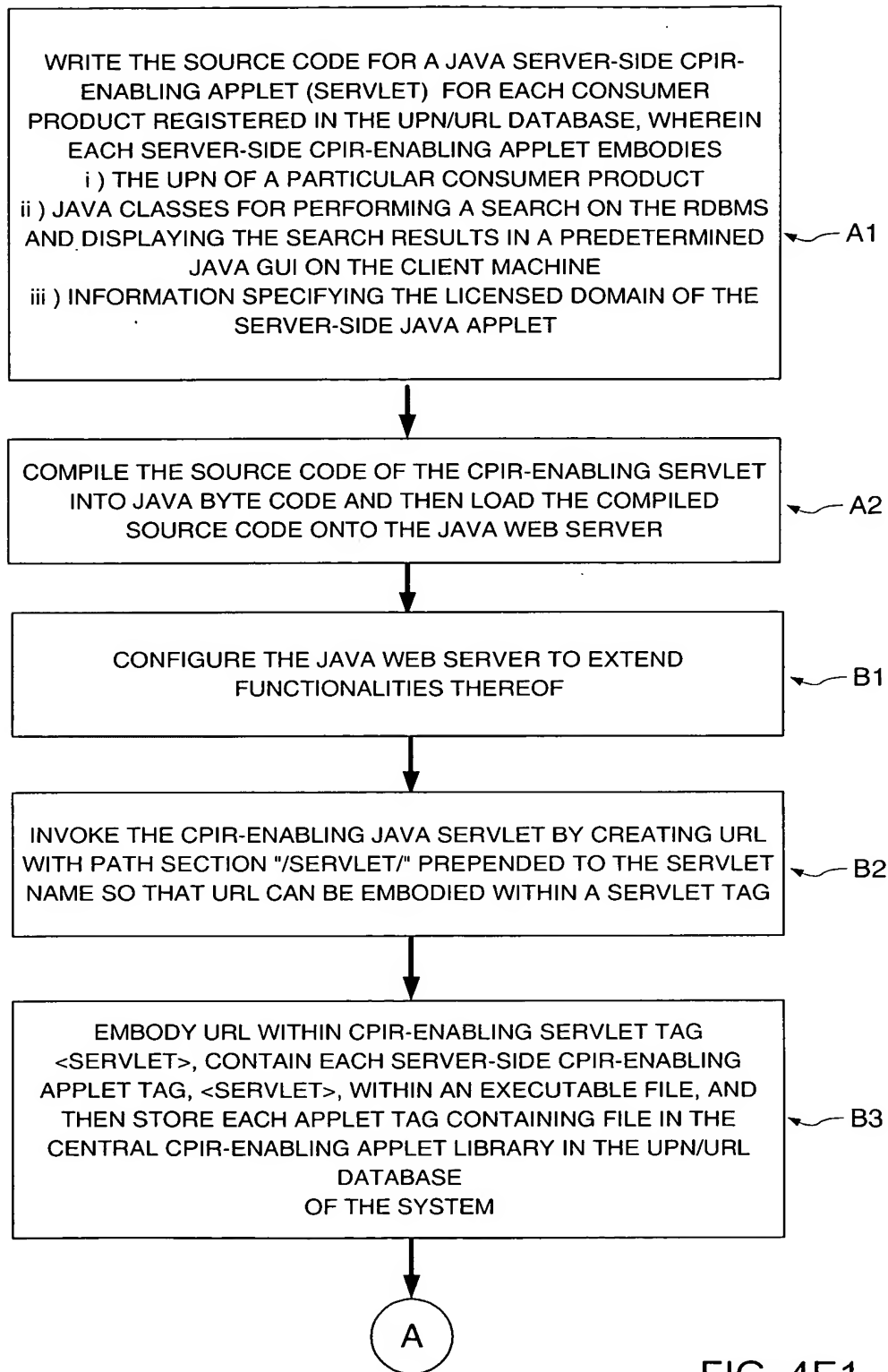


FIG. 4E1

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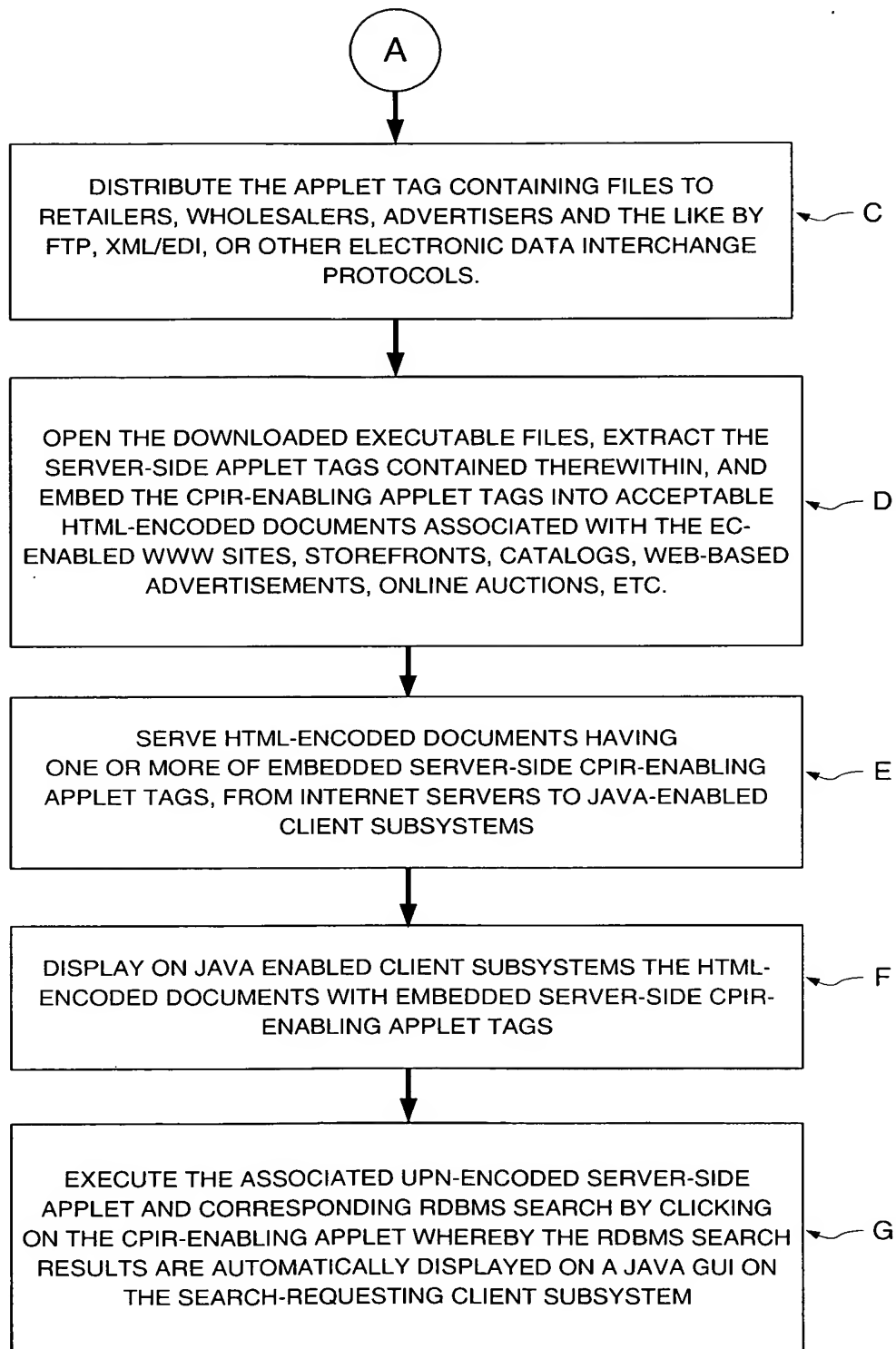


FIG. 4E2

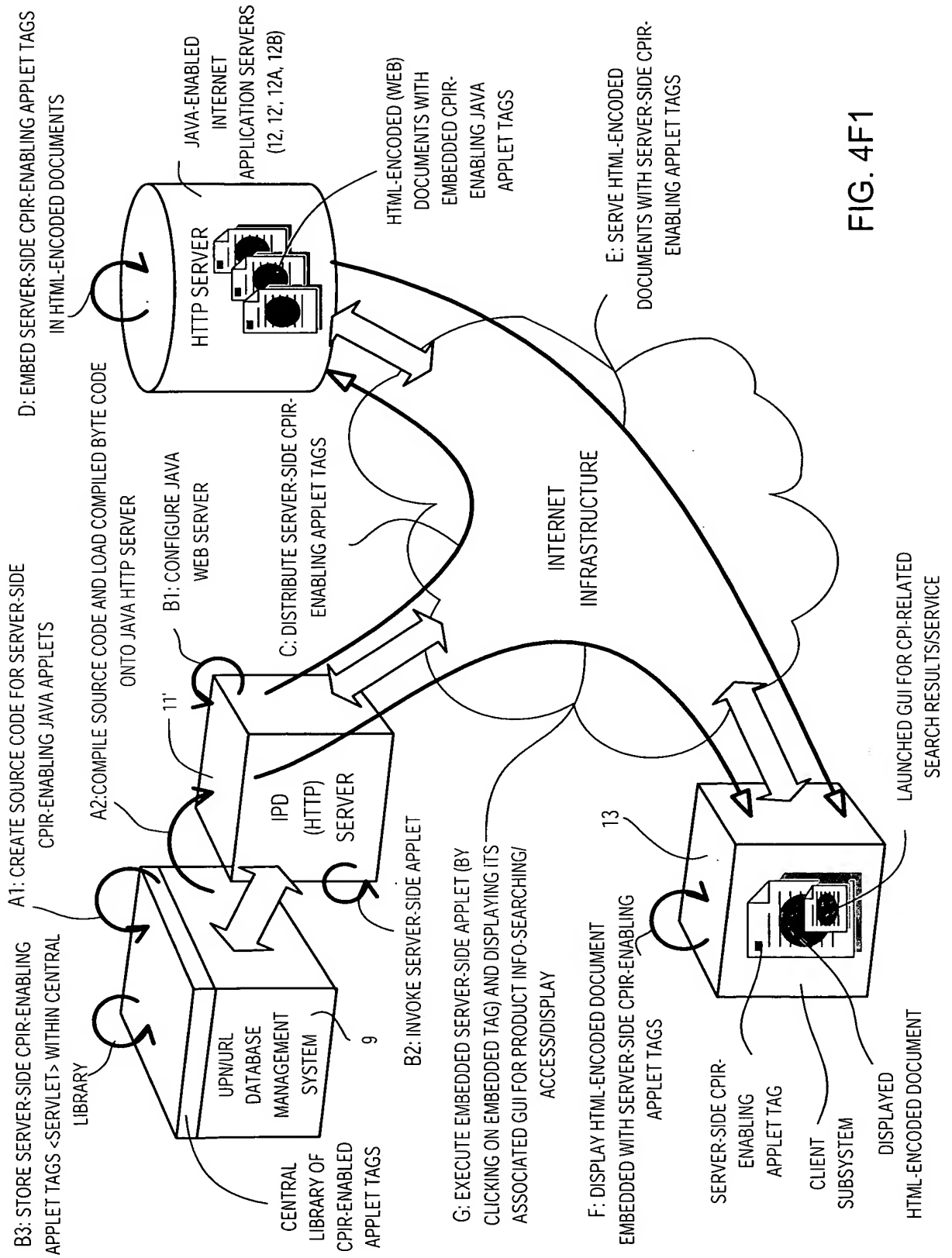


FIG. 4F1

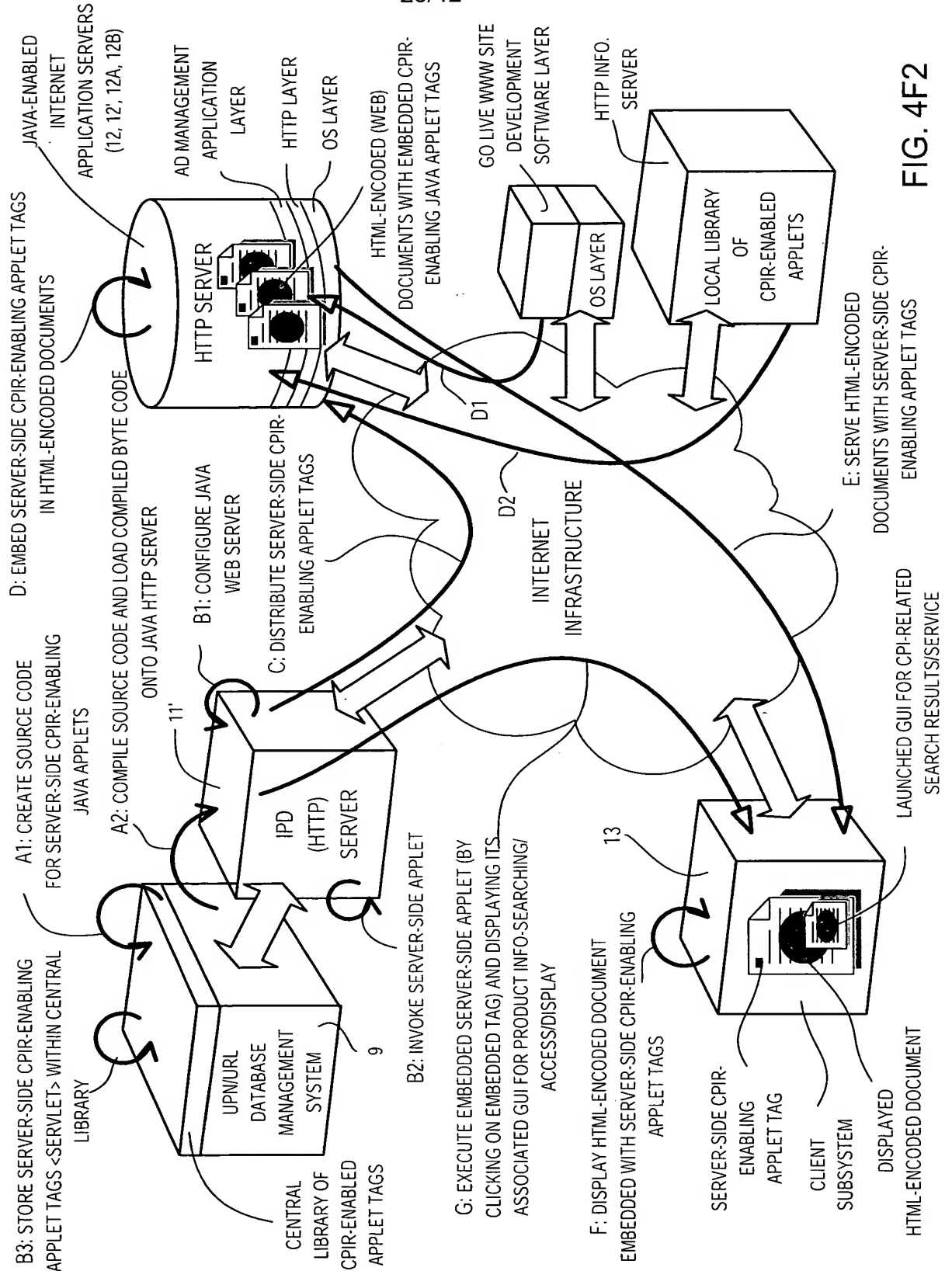


FIG. 4F2

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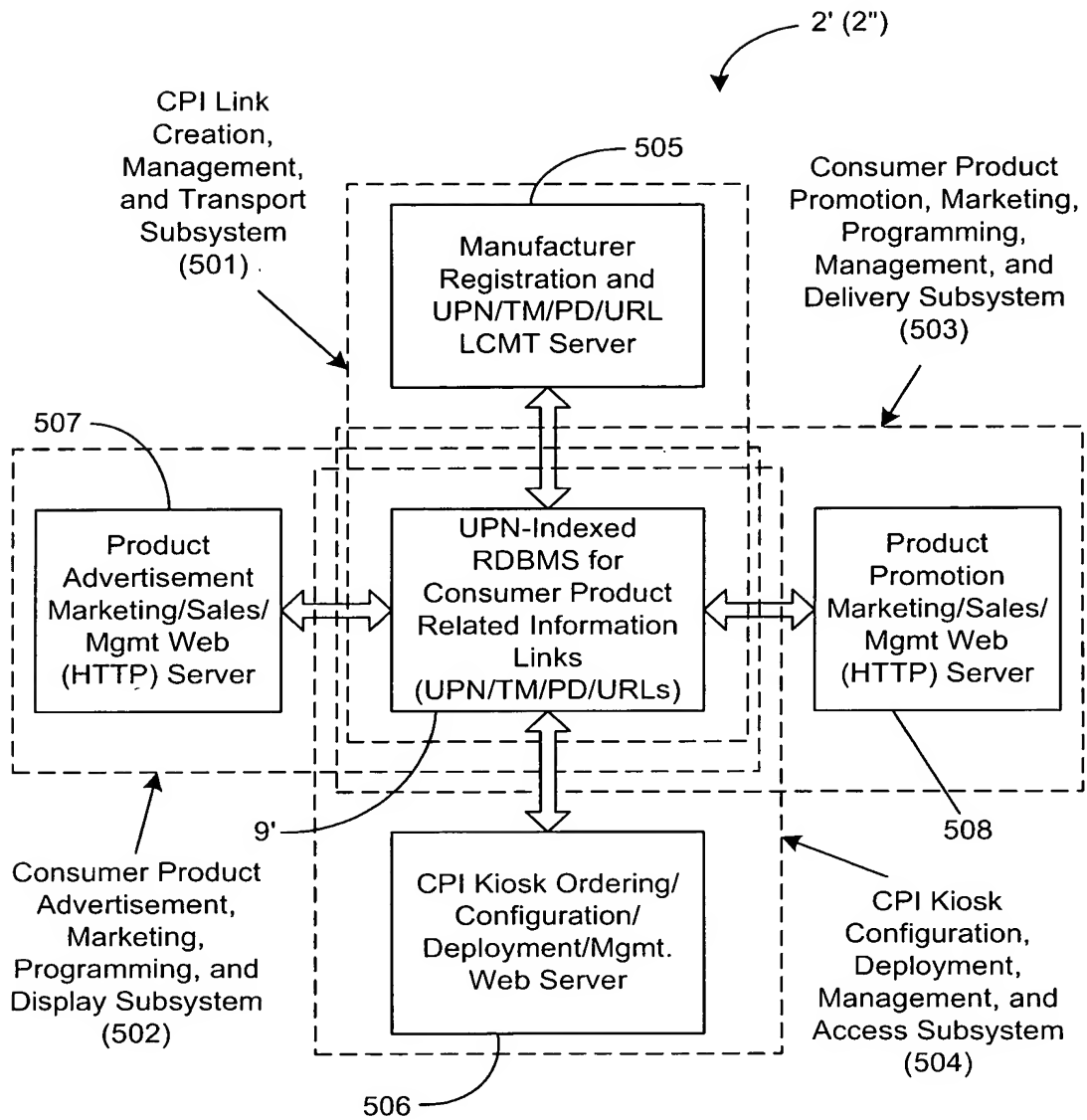


FIG. 5

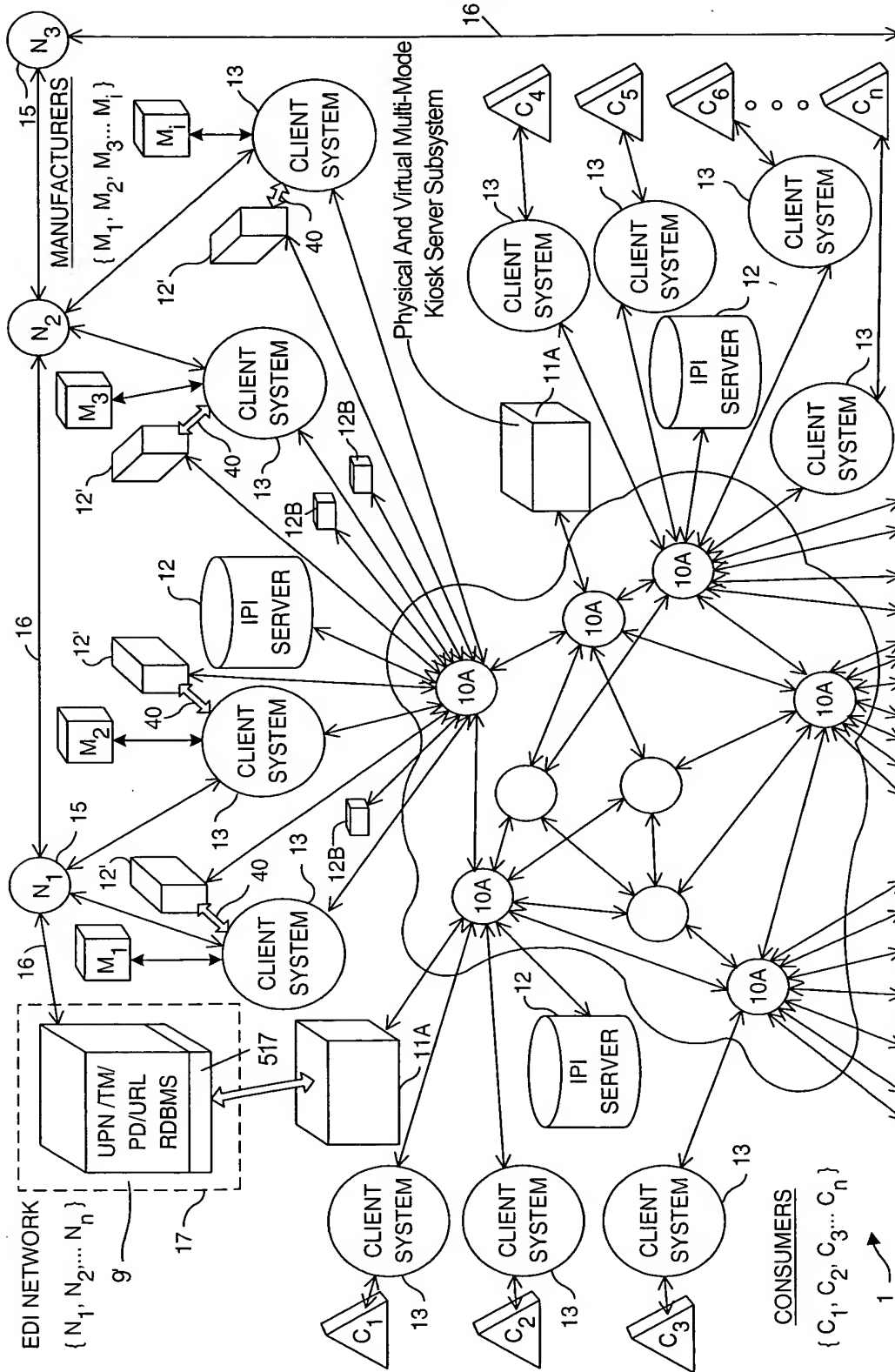


FIG. 6A1

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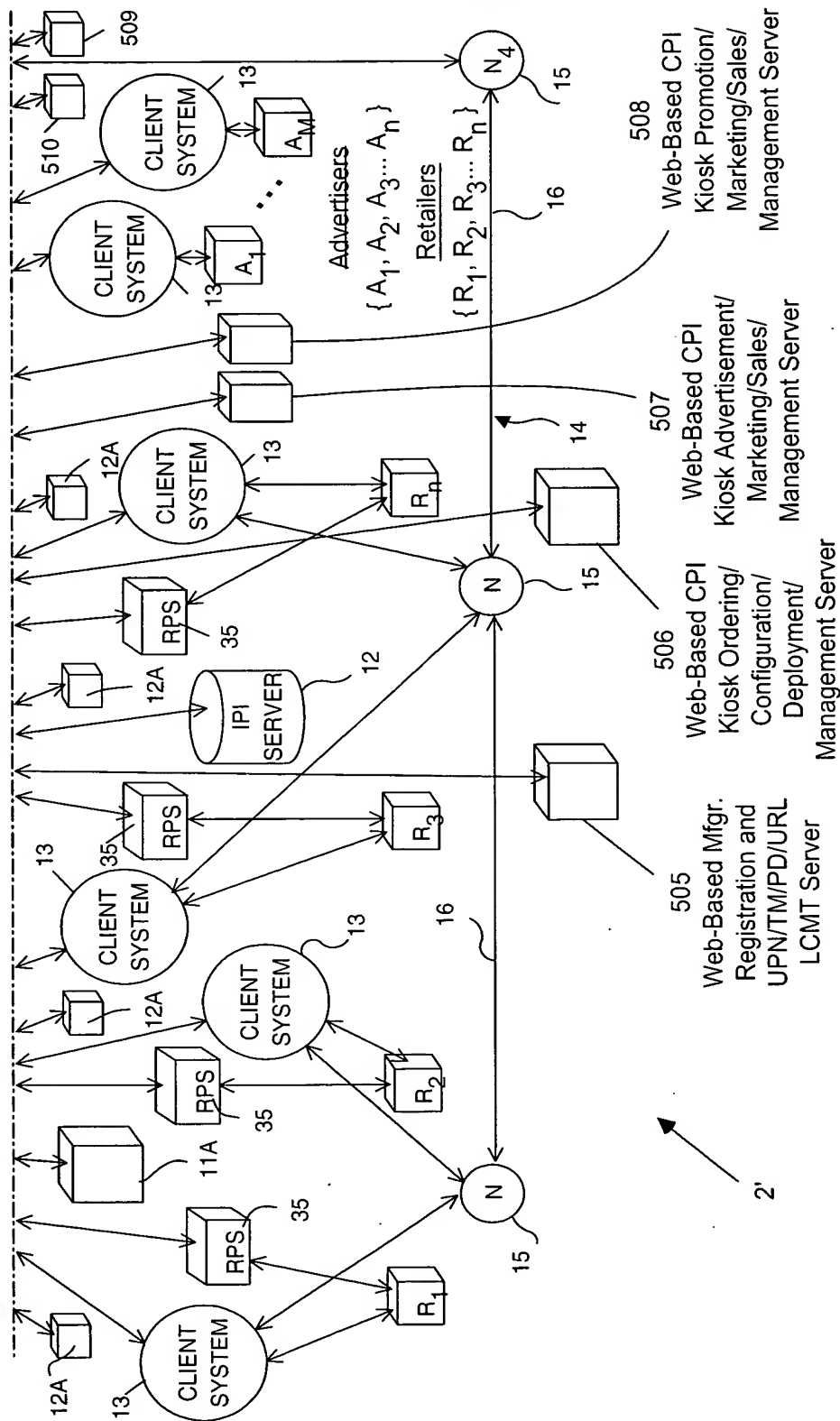
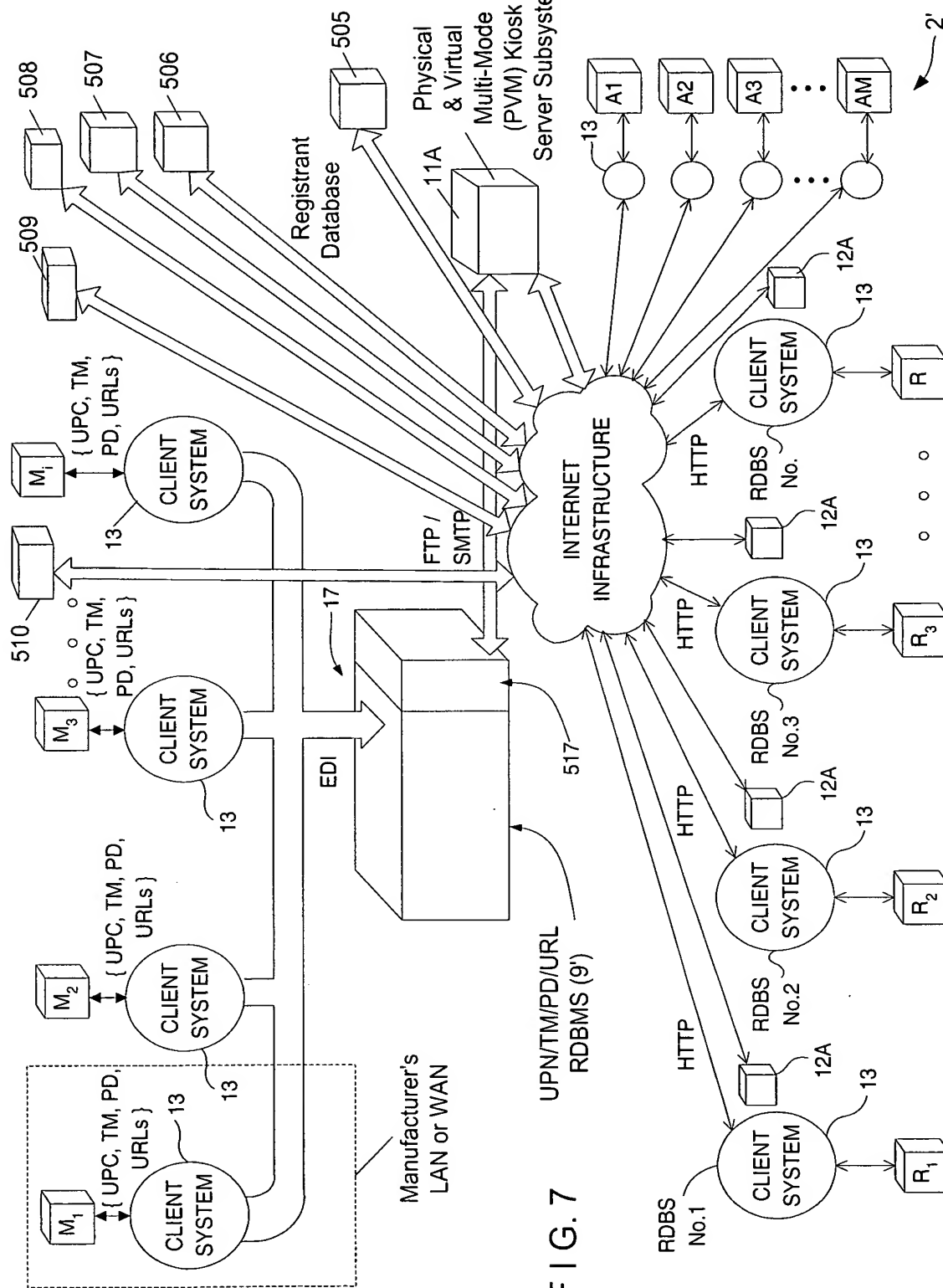
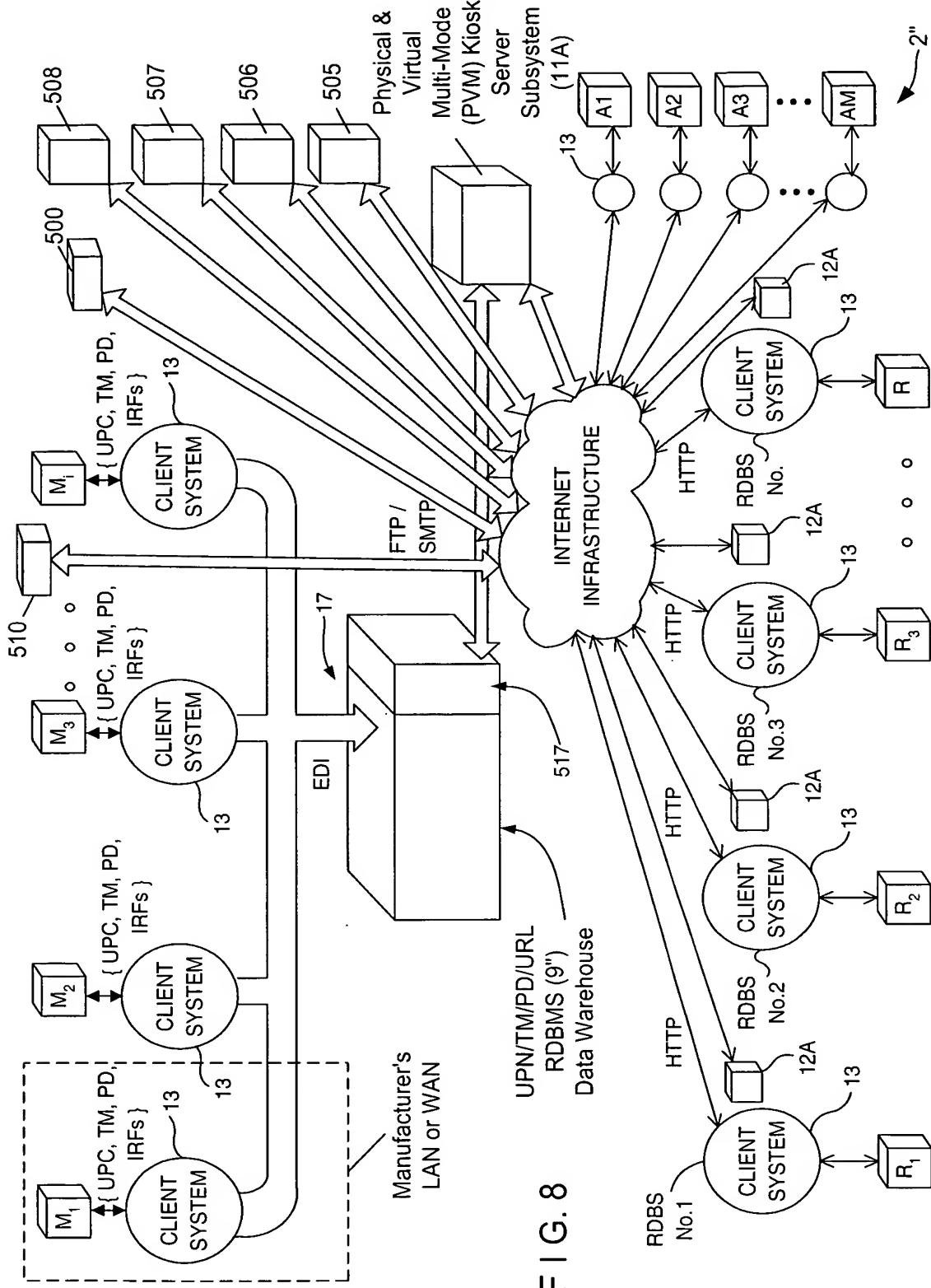


FIG. 6A2





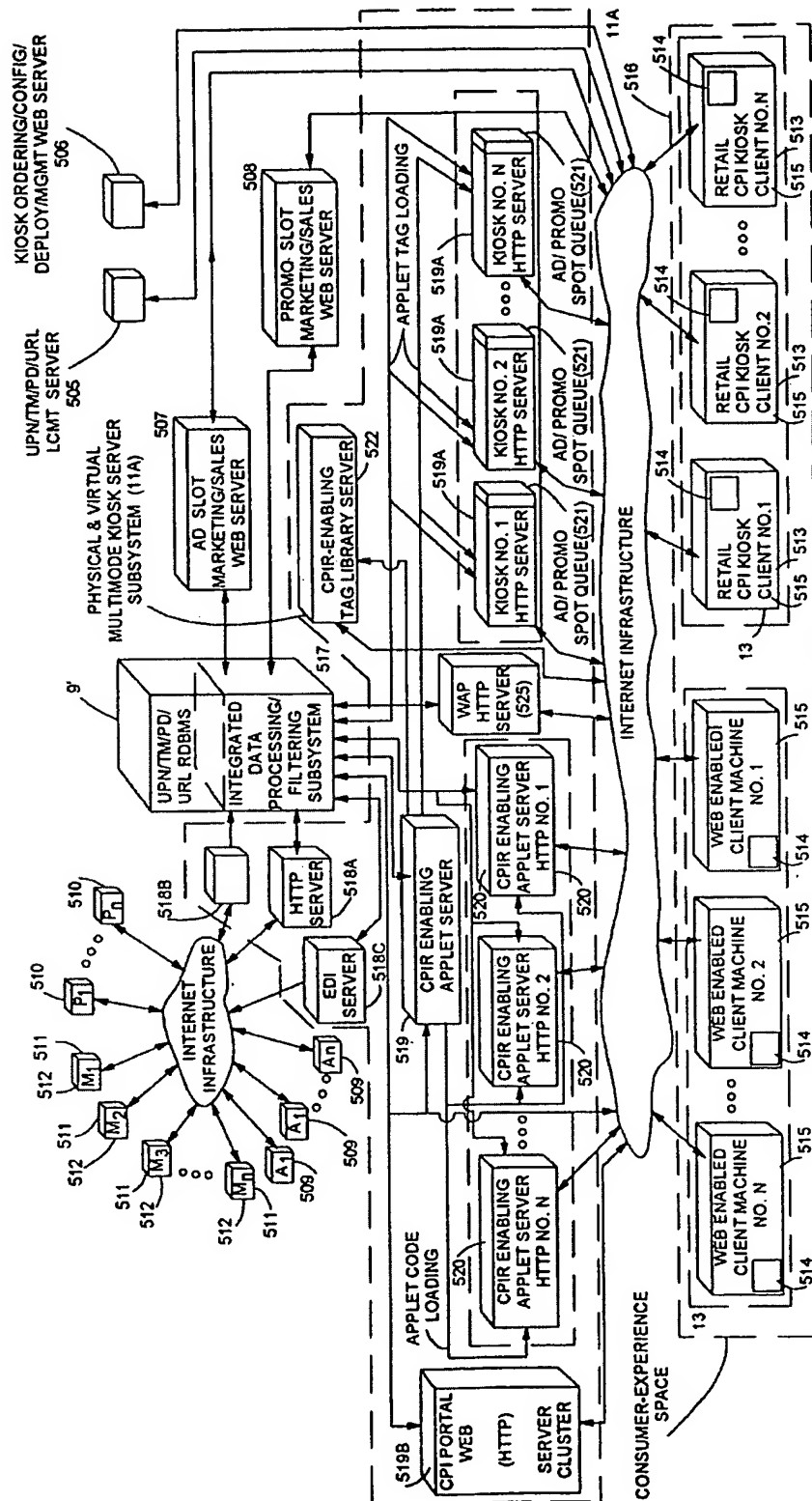


FIG. 9

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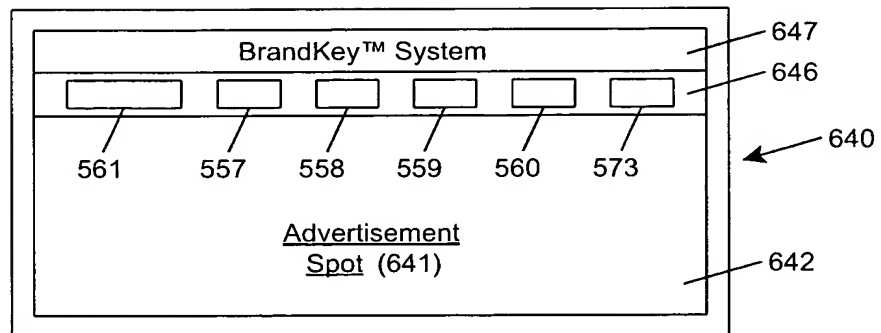


FIG. 10A

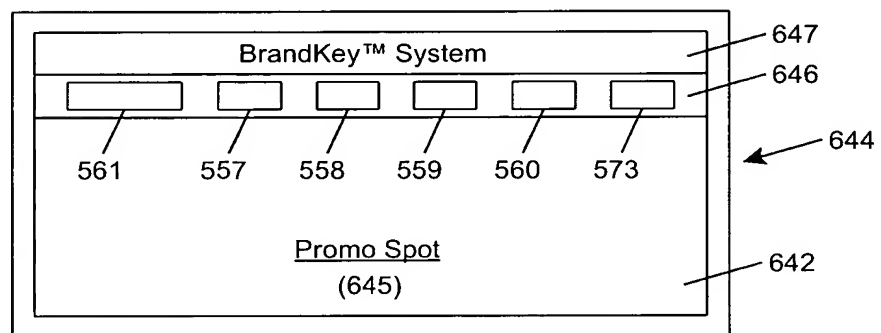


FIG. 10B

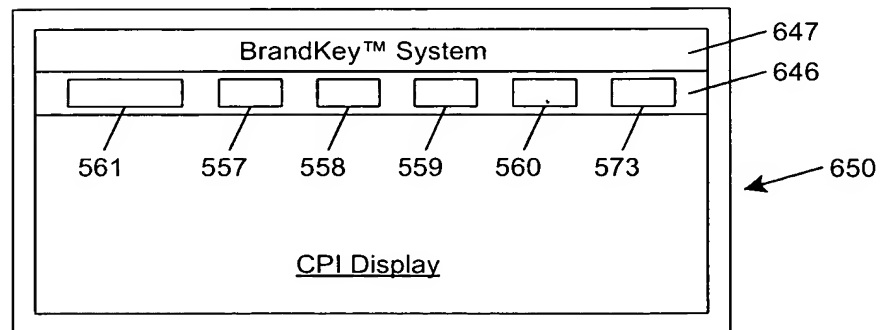
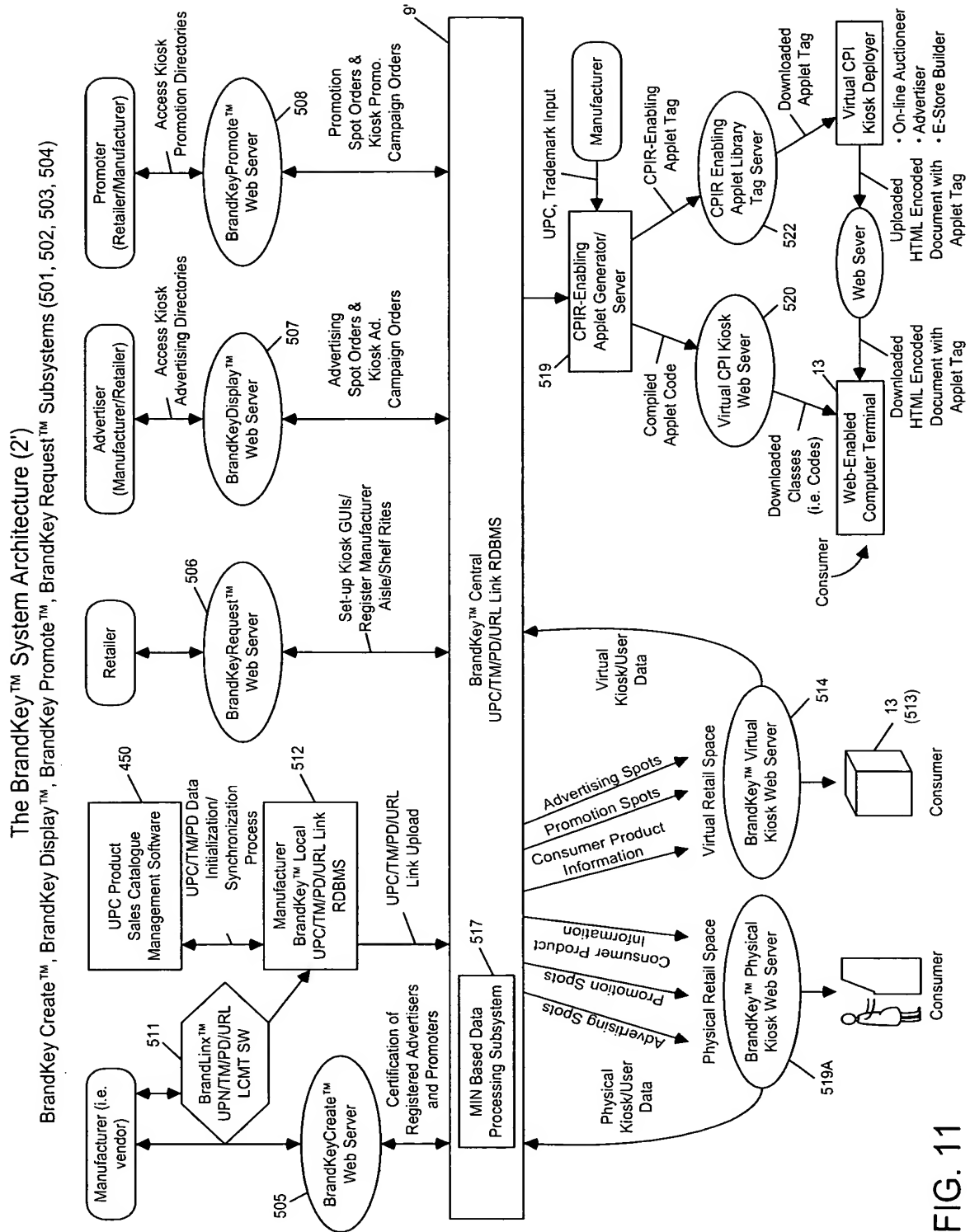


FIG. 10C



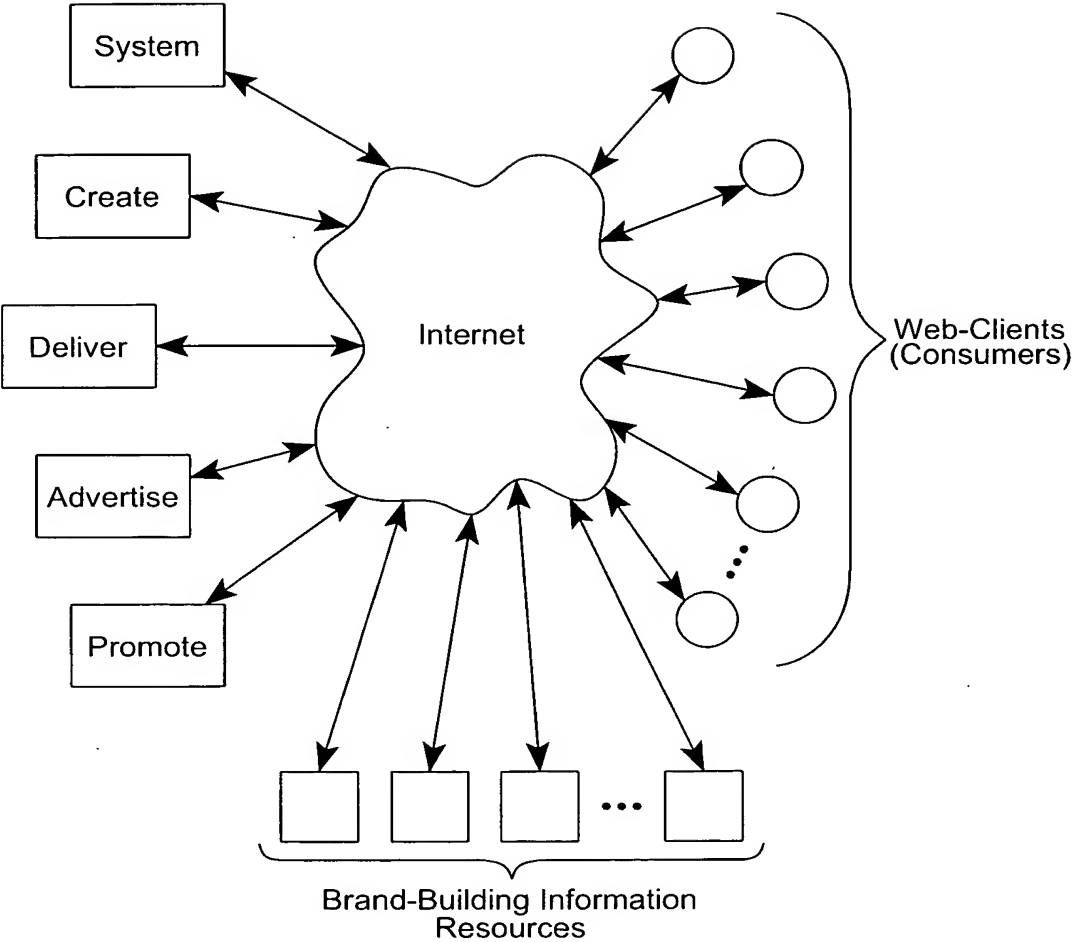


FIG. 12A

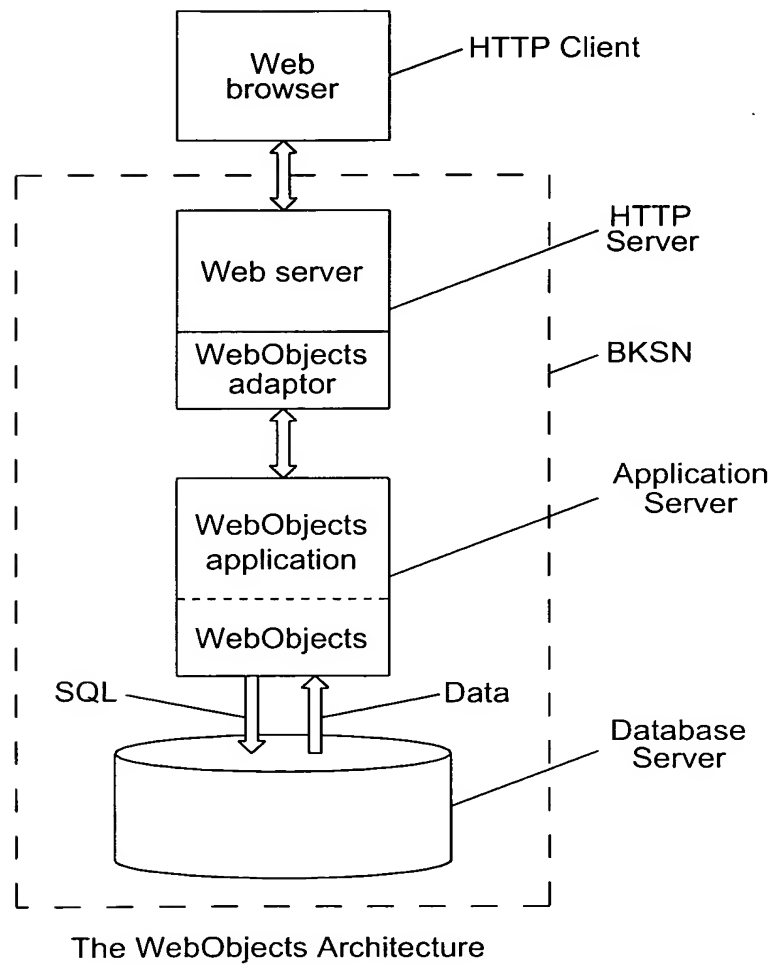
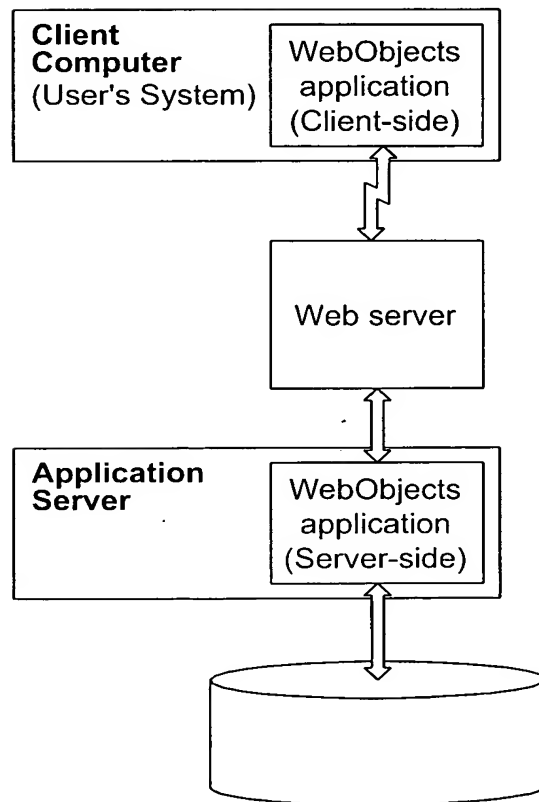
WebObjects HTML-based
application communication chain

FIG. 12B

Java Client's Distributed, Multitier Architecture



Java Client Architecture

FIG. 12C

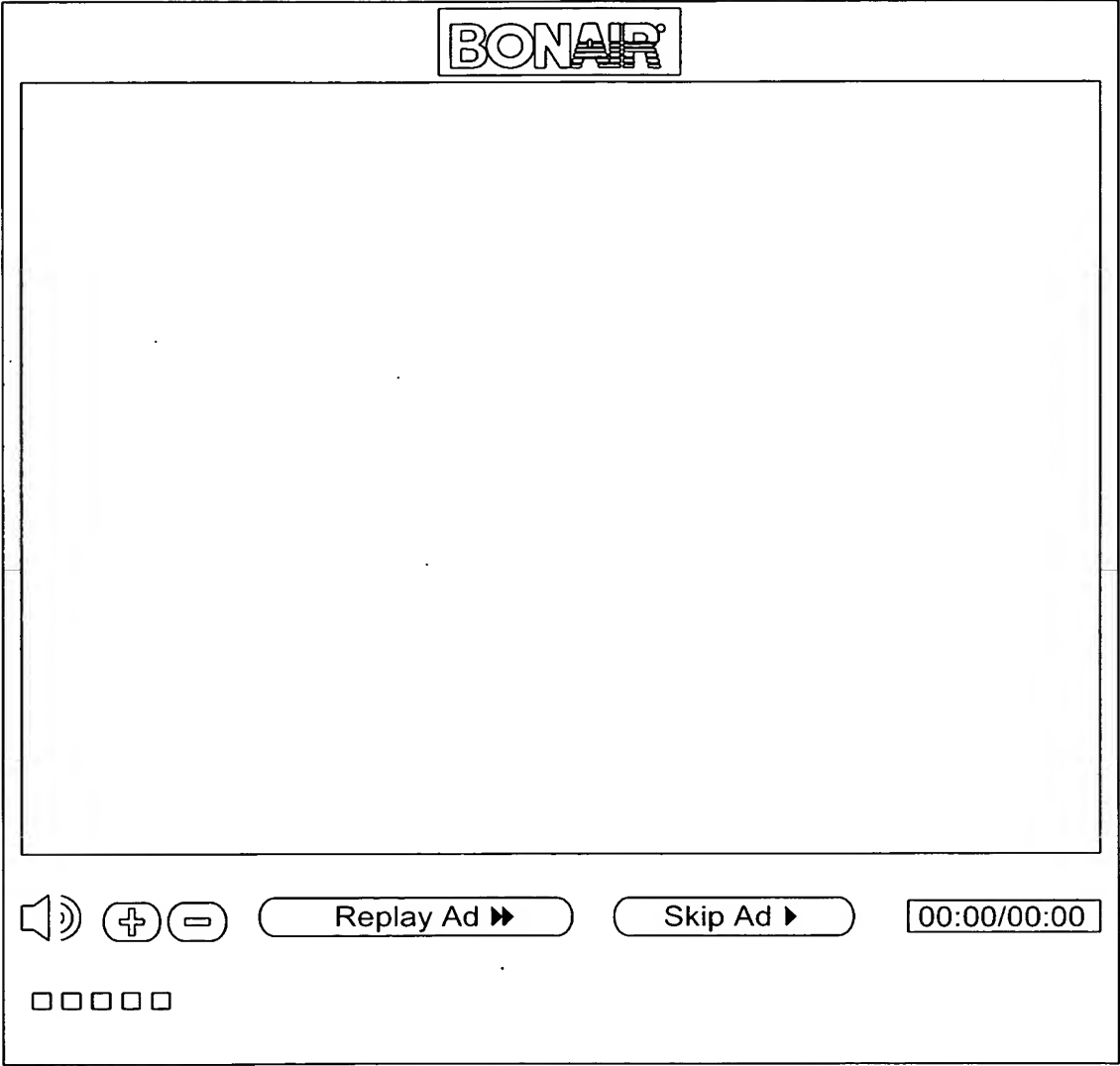


FIG. 13A

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FIG. 13B

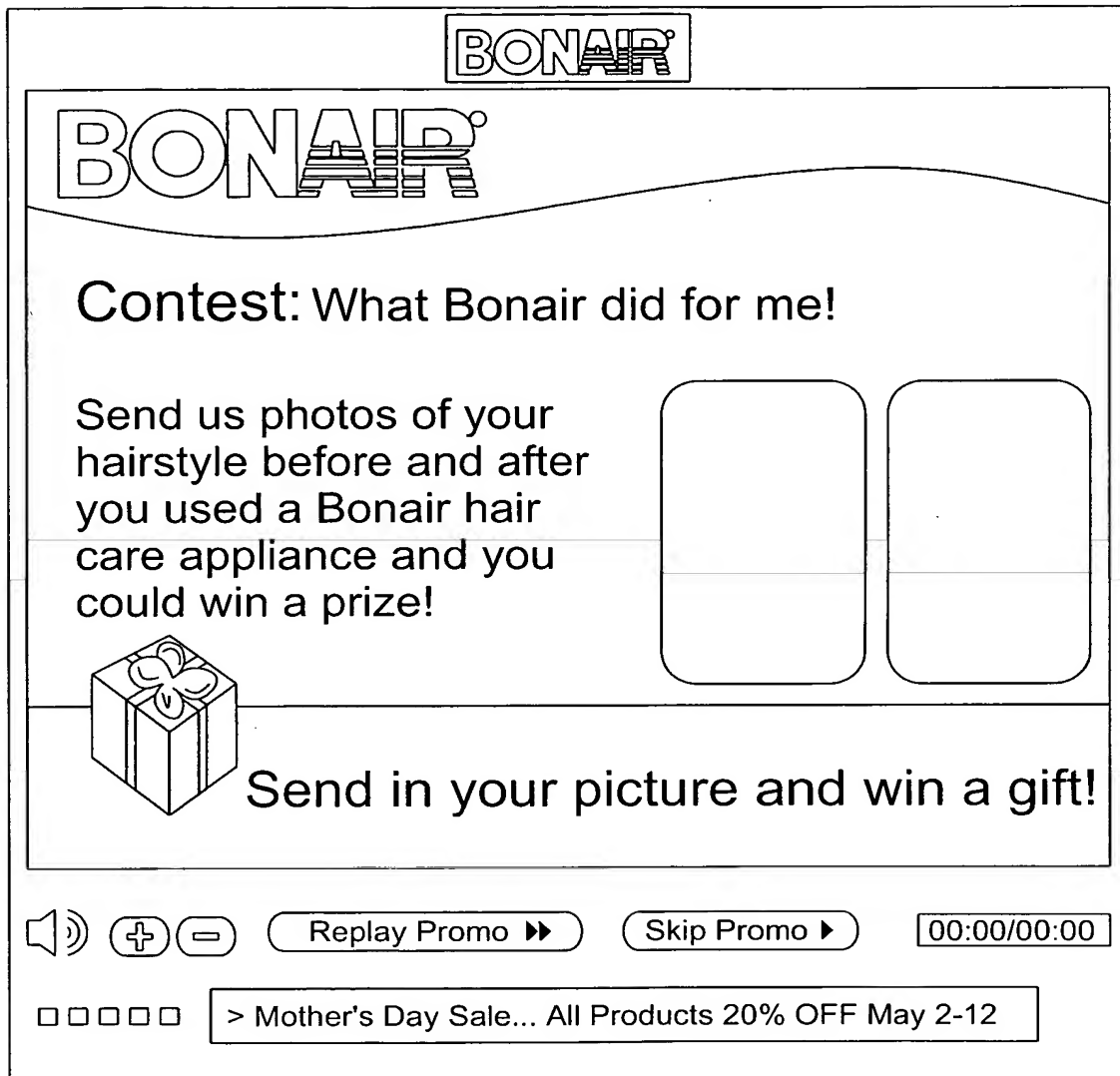









FIG. 13C













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FIG. 13D



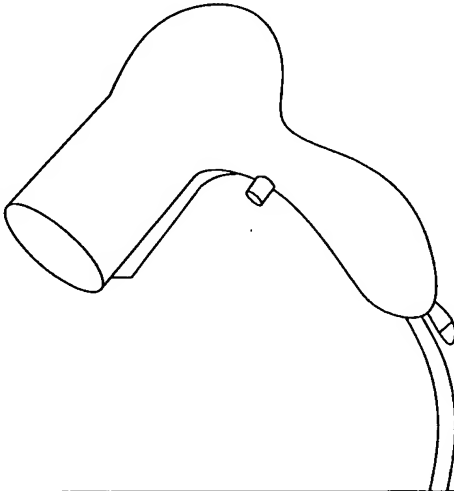


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FIG. 13E